

Exhibit 62

From: Keith Allred
Sent: Tuesday, March 06, 2012 9:27 AM
To: Sarah Wang
Cc: Info@adldentallab.net
Subject: BRUXZIR Infringement - Advanced Dental Laboratory (China)

NOTICE OF TRADEMARK INFRINGEMENT



6-March-2012

TRANSMITTED VIA EMAIL

Attn: President & CEO

**Re: Infringement of Glidewell Laboratories' BruxZir® Trademarks,
Misbranding, Violation of Federal Acts and State Statutes and Unfair
Business Practices**

The serious matter of your infringement of my client's proprietary property rights in connection with the unauthorized use Glidewell Laboratories' registered BruxZir® trademark in your email (see ATTACHMENT "A," below) has come to our attention. As you know dental laboratory is not an authorized provider of BruxZir® Solid Zirconia Crown & Bridge and your use of the mark without authorization is illegal.

Glidewell Laboratories has for years used the mark BRUXZIR both nationally and internationally to identify its dental laboratory goods and services and zirconia milling blanks. The company enjoys considerable good will associated with its use of the aforesaid mark.

The promotion of dental laboratory services by your lab of "Bruxzir" as one of ADL's "Main products" creates an appreciable likelihood of confusion and a palming off goods by an unauthorized substitution of one brand for the brand ordered and is a deliberate misappropriation of intellectual capital for commercial purposes that is actionable unfair competition under state and federal laws.

Under federal law, Trademark infringement is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the mark. Infringement is a 'tarnishment' of the owner's mark and results in "brand confusion" and

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EXHIBIT 148
WIT: Allred
DATE: 10-25-12
L. Moskowitz, CSR 10816, RPR

the likelihood of ‘initial interest’ confusion as to the actual identity of the source of the goods and services.

For the above reasons, we must insist that you immediately cease use of the infringing marks in your promotions and elsewhere. Should you not terminate use of the mark and copyrighted images, Glidewell Laboratories reserves its rights to take legal action to stop you from using the mark and intellectual properties by seeking an injunction, monetary relief, attorney fees and filing a 337 complaint with the ITC (International Trade Commission) that directs Customs to stop infringing imports from entering the United States.

Please contact me, or have your attorney contact me, within ten days of receipt of this communication if you are unsure about the appropriate steps that you must take to avoid liability for your refusal to discontinue your use of the infringing marks. Additionally, if you wish to be on the list of BruxZir® authorized dental laboratories, call Glidewell Direct.

Your prompt attention is appreciated.

Sincerely,
KEITH D. ALLRED
Attorney for Glidewell Laboratories
4141 MacArthur Blvd.
Newport Beach, CA 92660
Tel 949-440-2683
Fax 949-440-2787
Email kallred@glidewelldental.com

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-- ATTACHMENT "A" --

From: Sarah Wang <sarahdentallab@126.com>
Subject: Advanced Dental Laboratory
Date: March 6, 2012 12:50:55 AM PST

Dear Friend ,

Good day .

I am Sarah Wang from Advanced Dental Lab and I am glad to have your information from internet .

Here please let me have a brief introducing about we ADL..

We ADL used to act as a private lab that only make crowns for ProCerex dental lab in order to provide them with high-quality Zirconia Crowns and Implant crowns for years .Now we start a new lab to extend our markets.

Main products: PFM, FMC, IPS emax, Zirconia, Bruxzir, Acrylic partial denture, Valplast, Framework(cast partial), Implant, Precision attachment.

Turnaround time :Always 72 hours in lab ,and we both have UPS and DHL account that can have 50% discount .If you send us more than 20 cases in one package ,we will burden the shipping cost back to your country .

Advantage : Having our own zirconia milling machine and doing zirconia cippings for other dental labs in shenzhen . So we can control the time and quality and cost ourselves .

You can visit our web to know more about ADL : www.adldentallab.net

Waiting for your early reply .

Have a nice day .

Regards

Sarah Wang

Tel: +86 (755)27751696
Fax: +86(755)27751695

Email: Info@adldentallab.net
Skype: Sarahwang89

Advanced Dental Laboratory

4/F Building, No.103-105 Xintan section, Guangnian Road District 35 East Shenzhen Guangdong 518101 China

WWW.ADLDentallab.NET

Exhibit 63

From: Keith Allred
Sent: Friday, August 31, 2012 4:24 PM
To: 'DentalDentopia'
Subject: RE: BRUXZIR Infringement - Dentopia Dental Lab

Mr. Brian Oh: Thank you for your prompt response. We certainly do appreciate your understanding in this matter. --Keith

From: DentalDentopia [mailto:dentopia@hotmail.com]
Sent: Friday, August 31, 2012 11:54 AM
To: Keith Allred
Subject: RE: BRUXZIR Infringement - Dentopia Dental Lab

August 31, 2012

Keith D. Allred, Attorney for Glidewell Laboratories

4141 MacArthur Blvd

Newport Beach, CA 92660

This letter is written in response to your notification of using trademark infringement "BruxZir". Dentopia have been marketing a full zirconia and we used term BruxZir which is a common name in the dental field. We attempted to contact Glidewell regarding using term Bruxzir before we start promotion but we didn't receive any response so we assumed it was okay to use the term. If we knew that BruxZir was the infringing mark of Glidewell, we wouldn't use that word without notification. We immediately ceased use of infringing mark in our price list. Also we are working on the website to remove the words "BruxZir". We apologize for any inconvenience. Thank you.

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EXHIBIT 150
WIT: Allred
DATE: 10-25-12
L. Moskowitz, CSR 10816, RPR

Sincerely,

Brian Oh

President of Dentopia Dental Lab

Dentopia Dental Lab
9104 Manassas Dr, Suite T
Manassas Park, VA 20111
P: 703-365-2635
F: 703-365-2643

Subject: BRUXZIR Infringement - Dentopia Dental Lab
Date: Mon, 27 Aug 2012 16:55:57 -0700
From: kallred@glidewelldental.com
To: dentopia@hotmail.com

NOTICE OF TRADEMARK INFRINGEMENT



August 7, 2012

TRANSMITTED VIA EMAIL AND
DELIVERED BY FAX

Dentopia Dental Lab
9104 Manassas Dr, Suite T
Manassas Park, VA 20111

P: 703-365-2635
F: 703-365-2643

GL 241
(Page 21 of 99)

dentopia@hotmail.com

Attn: President & CEO

**Re: Infringement of Glidewell Laboratories' BruxZir® Trademarks,
Misbranding, Violation of Federal Acts and State Statutes and Unfair
Business Practices**

The serious matter of your infringement of my client's proprietary property rights in connection with the unauthorized use Glidewell Laboratories' registered trademarks on your invoices (see ATTACHMENT "A," below) has come to our attention.

Glidewell Laboratories has for years used the mark BRUXZIR both nationally and internationally to identify its dental laboratory goods and services in the US and its CE certified BruxZir® zirconia milling blanks in Europe. The company enjoys considerable good will associated with its use of the aforesaid mark.

The promotion of dental laboratory services by your lab of "Full Zirconia(Bruxzir)" is using a similar mark that creates an appreciable likelihood of confusion and a palming off goods by an unauthorized substitution of one brand for the brand ordered and a deliberate misappropriation of intellectual capital for commercial purposes that is actionable unfair competition under state and federal laws.

Under federal law, Trademark infringement is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the mark. Infringement is a 'tarnishment' of the owner's mark and results in "brand confusion" and the likelihood of 'initial interest' confusion as to the actual identity of the source of the goods and services.

For the above reasons, we must insist that you immediately cease use of the infringing mark in your promotions and elsewhere. Should you not terminate use of the mark Glidewell Laboratories reserves its rights to take legal action to stop you from using the mark and intellectual properties by seeking an injunction, monetary relief, and attorney fees.

Please contact me, or have your attorney contact me, within ten days of receipt of this communication if you are unsure about the appropriate steps that you must take to avoid liability for your refusal to discontinue your use of the infringing marks. Additionally, if you wish to be on the list of BruxZir® authorized dental laboratories, call Glidewell Direct.

Your prompt attention is appreciated.

Sincerely,
KEITH D. ALLRED

GL 241
(Page 22 of 99)

Attorney for Glidewell Laboratories
4141 MacArthur Blvd.
Newport Beach, CA 92660
Tel 949-440-2683
Fax 949-440-2787
Email kallred@glidewelldental.com

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■ ATTACHMENT "A" -

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(Page 23 of 99)

12-15-2011 0847885 - 100152 Newport - Suzanne Urene - Hello Michelle,

There are many benefits to being an Authorized BruxZir laboratory. For starters, we list your laboratory on our dedicated website www.bruxzir.com where you will receive great national exposure. It offers your Doctors a great deal of information and videos about the unique features and advantages of the BruxZir material.

Furthermore, you get to take full advantage of the quarterly RX mailing campaign. We print and mail the Generic BruxZir Rx booklet to 100,000 Dentists across the nation. Dentists have a well rounded list of Authorized BruxZir laboratories to choose from in the US and Canada. When they send a coupon to your lab, all you have to do is honor the \$10 discount off of your regular price for a BruxZir restoration and watch your BruxZir business grow. After sending in their first case, you will note that the retention of BruxZir doctors is very strong. Additionally, we run a 2 page ad in the ADA news and the UMT magazine to further cement the BruxZir name recognition and promote the list of authorized labs across the country.

We look forward to working with you, becoming an authorized lab for BruxZir, Inclusive, and Comfort splits: www.inclusive.com or www.inclusive-dental.com or www.comfortoplist.com. Let me know if I can answer any questions for you.

Best regards,

Suzanne Urene
Inclusive Sales Coordinator, Gildewell Direct Associate

Gildewell Laboratories
48500 Von Karman Ave.
Irvine, CA 92612
(800)303-3575 or (949)309-4379
www.gildewell-labs.com

From: drbenjamin@msn.com [mailto:drbenjamin@msn.com]
Sent: Tue 12/6/2011 10:31 AM
To: GLDirect; WebTowers
Subject: BruxZir Web Site-Authorized Lab Inquiry
First Name: MICHELLE
Last Name: J.W.C
Company Name: DENTOPEDIA DENTAL LAB
Email Address: dentope@msn.com
Phone Number: 7032355265
I prefer to be contacted by: Email
I am a: Dental Laboratory
Comments: I would like to be an authorized bruxzir lab and can use the word "BruxZir". Is there any application or fee for that?

////

Exhibit 64

Showcase Dental Laboratory, Inc.

Page 1 of 1



EMAIL
PHONE: 888.625.5757

Know us by our
Smiles!

HOME PRODUCTS FORMS / SALES NEWS CAREER CONTACT

News.....

Going Green

Showcase Dental Lab is going green. Each case is wrapped in a plastic bag for safety, convenience and cleanliness. Typically, a plastic bag is used when the Dr. sends SHOWCASE an impression. Another plastic bag is used when the completed case is returned to the Dr's office. This makes many plastic bags going into the land fill.

Showcase Dental Lab is now using plastic bags with a green stripe on them whenever possible. These new plastic bags are bio-degradable. We care about our work and we care about the eco-system. Please contact us for further information.

Showcase Dental product name change

Glidewell Industries has asked Showcase Dental Lab to no longer use the name Zir-Bruker, they feel this is too close to their trademark name of BruxZir. We do not agree with their claim but we do believe in keeping the dental laboratory business a respectful business.

Showcase Dental Lab strives to have the best quality, and the best customer service possible. Changing the name of a product will be best to keep Showcase Dental Lab concentrating on what is most important, our customers and their patients, our quality and our customer service.

*The serious matter of your infringement of my client's proprietary property rights in connection with the unauthorized use Glidewell Laboratories' registered trademarks and copyrighted images on your website has come to our attention.

Glidewell Laboratories has for years used the mark BRUXZIR both nationally and internationally to identify its dental laboratory goods and services in the US and its CE certified BruxZir® zirconia milling blanks in Europe. The company enjoys considerable good will associated with its use of the aforesaid mark.

The promotion of dental laboratory services by your lab of a Zir-Bruker Crown is using a similar mark where there is an appreciable likelihood of confusion and a palming off goods by an unauthorized substitution of one brand for the brand ordered, which in this instance is a deliberate misappropriation of intellectual capital for commercial purposes that is actionable unfair competition under state and federal laws.

Under federal law, Trademark Infringement is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the mark. Infringement is a 'tarnishment' of the owner's mark and results in "brand confusion" and the likelihood of 'Initial Interest' confusion as to the actual identity of the source of the goods and services.

For the above reasons, we must insist that you immediately cease use of the infringing marks and copyrighted images in your promotions and elsewhere. Should you not terminate use of the mark and copyrighted images, Glidewell Laboratories reserves its rights to take legal action to stop you from using the mark and intellectual properties by seeking an injunction, monetary relief, and attorney fees.

Please contact me, or have your attorney contact me, within ten days of receipt of this communication if you are unsure about the appropriate steps that you must take to avoid liability for your refusal to discontinue your use of the infringing marks. Additionally, if you wish to be on the list of BruxZir® authorized dental laboratories, call Glidewell Direct.

Your prompt attention is appreciated.

Sincerely,
KEITH D. ALLRED
Attorney for Glidewell Laboratories
4141 MacArthur Blvd.
Newport Beach, CA 92660*

We have hereby changed the name of our product to reflect the shape and product make-up: "Full Contour Zirconia"

22286 Vick Street, Port Charlotte, FL 33980 * 888.625.5757 * email
Copyright © 2008-2012 by Showcase Dental Laboratory, Inc. All rights reserved. * site by CeJay Associates, LLC

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From: Keith Allred
Sent: Wednesday, January 11, 2012 8:30 AM
To: Carol Frattura
Cc: Victor
Subject: RE: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

Hello Carol:

Thank you for your prompt response. We certainly do appreciate your understanding in this matter. We have the utmost respect for all of the challenges that you face in fulfilling the expectations of your clients on a daily basis and wish you success. Glidewell Labs has invested several millions of dollars in developing and marketing the BRUXZIR brand of full zirconia restorations. Legal precedents require that Glidewell Laboratories actively protect the trademarked brand or risk losing its unique value. The network of partner authorized dental laboratories also expect Glidewell Labs to ensure trademark law enforcement to protect the time, energy and resources they have invested to provide authentic BRUXZir® dental restorations to their clients.

The ‘confusingly similar’ type of infringement is different from, for example, a third parties’ unauthorized use of reserved marks like ‘Super Bowl’ or ‘Olympics.’ Even so, the same basic principles apply—e.g., even the slogan or nickname of a radio station with the call sign KISS is entitled to claim an infringement of their mark by another station’s use of KIIS. Although these call signs are *different* (and, even if as in this example such use has FCC approval) a federal court would find that one infringed the other as a matter of trademark law since both are pronounced the same way. (*Citicasters Licenses, Inc. v. Cumulus Media, Inc.*, 189 F. Supp. 2d 1372, 1377)

Sincerely,
Keith

From: Carol Frattura [mailto:carol@showcasedental.com]
Sent: Wednesday, January 11, 2012 5:42 AM
To: Keith Allred
Cc: Victor; carol@showcasedental.com
Subject: RE: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

Keith,

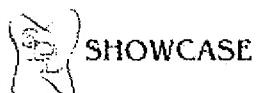
In all honesty, I do not feel what you saying about the infringement is at all correct! There is the other side to this, I do not wish to make anyone uncomfortable. We at Showcase Dental Lab take pride in our work and the knowledge of our business. We strive to have the best quality, and the best customer service possible. A name of a crown is not going to change a single part of my customer's satisfaction of my products or whether they use my lab or even request this product. That is the best part of having a good reputation, quality work, dependability and reliability.

Since we are almost ready to go to print on our next lab script we will give our crown a name change. Again we do not feel in any way we are wrong, but I feel customer satisfaction is of the utmost and if you feel there could possibly be any confusion, I want to be sure my customers have the knowledge they are getting the best quality products and they are not getting a "look-alike" or a 2nd quality restoration. I appreciate you bringing this to my attention.

I wish the best of luck to you and I hope this will satisfy you, please be assured Showcase Dental Lab will always work to deliver only the best in quality and satisfaction, please let me know if there is anything I can do for you in the future.

Thank You,

Carol Frattura



941.625.5757 Office
941.456.1560 Mobile

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Thank you.

Carol Frattura
Showcase Dental Lab

From: Keith Allred [mailto:kallred@glidewell dental.com]
Sent: Tuesday, January 10, 2012 6:50 PM
To: Carol Frattura
Subject: RE: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

Hello Carol:

Responding to your email of even date below this is an IP (intellectual property) matter. You have raised several issues. A trademark attorney is the best person to consult with about these matters.

Addressing other matters you have raised, we are not talking about Glidewell Laboratories' patent rights such as those related to the fabrication of BruxZir Zirconia Blocks, Colorants, Mills & etc. This matter concerns the infringement of Glidewell's BRUXZIR mark, Reg. No. 3,739,663, applied for June 6, 2009 and registered January 19, 2010, as follows:

From the Trademark website:

Word Mark	BRUXZIR
Goods and Services	IC 010. US 026 039 044. G & S: Dental bridges; Dental caps; Dental crowns; Dental inlays; Dental onlays; Dental prostheses. FIRST USE: 20090606. FIRST USE IN COMMERCE: 20090606
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77761757
Filing Date	June 17, 2009
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 3, 2009
Registration Number	3739663
International Registration Number	1034335
Registration Date	January 19, 2010
Owner	(REGISTRANT) James R. Glidewell, Dental Ceramic, Inc. DBA Glidewell Laboratories CORPORATION CALIFORNIA Professional Services 4141 MacArthur Blvd. Newport Beach CALIFORNIA 92660
Attorney of Record	Keith D. Allred, Esq.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

A trademark infringement is based on "confusing similarity" of marks and services. And, marks can be confusingly similar even if not identical. BRUXER sounds like BRUXZIR.

Assuming Zir-Bruxer is descriptive (such as "bag" "box" "shoe" etc.) when applied to professional dental products, can those items be appropriated to one party's exclusive use? Yes.

As you probably know, descriptive terms can become exclusive trademarks when they acquire secondary meaning. Glidewell Laboratories has exclusively and extensively used the mark BRUXZIR in the dental industry. Unquestionably it has acquired secondary meaning, and it has the exclusive right to use the mark in the dental field, especially where Glidewell is catering to the same channels of trade with the same goods.

Moreover, it is clear that Zir-Bruxer is being used to the name for the very same goods that Glidewell Laboratories describes as BruxZir® Solid Zirconia Crowns and Bridges. The words "crown" and "zirconia" are, of course, generic terms. Trademarks rights do, however, apply to the term BRUXER when used to describe crowns made of zirconia.

Under these circumstances, it is difficult to argue that a continuing use by Showcase DL if a confusingly similar mark is not willful trademark infringement. Nevertheless, unless it has to, Glidewell prefers resolving this in a business-to-business fashion without resort to the courts. We appreciate your willingness to consider promptly changing the name of your full solid zirconia crowns to avoid litigation.

Sincerely,

Keith Allred

From: Carol Frattura [mailto:carol@showcasedental.com]
Sent: Tuesday, January 10, 2012 2:22 PM
To: Keith Allred
Subject: RE: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

Keith,

I have asked my IT person to change the image already, I will check with my attorney on the name, I do think we are not within the % of change to constitute infringement. I will let you know as soon as I have an answer. If you have a more definitive answer I will be happy to change the name immediately. We have been using this name since long before your patent in May of 2011. I understand that will not make a difference IF there are infringements but I do not believe there are.

I also know it is not possible to patent a name such as "bag" "box" "shoe" etc. my description of my product falls under this category of a generic name.

Thank you again,

If you have the name change percentages and my description falls within those guidelines again, I will be happy to change my generic description.

From: Keith Allred [mailto:kallred@glidewell dental.com]
Sent: Tuesday, January 10, 2012 4:45 PM
To: info
Cc: Victor; carol@showcasedental.com
Subject: RE: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

Hello Carol:

I am pleased to represent Glidewell Laboratories in connection with its trademark and unfair competition matters. I brought to your attention below that your company is currently marketing a full contour zirconia crown under the name Zir-Bruxer.

I explained to you that Glidewell has used the mark BRUXZIR in connection with full contour zirconia crowns. I also have informed you that Glidewell Laboratories owns the federal registration number for the mark. Like the Glidewell product, Showcase DL's product also is sold only to dentists and dental professionals.

Since both products are closely related and move in the identical marketing channels and the marks are virtually identical, there is little doubt that your firm's marketing of a crown under the mark Zir-Bruxer constitutes trademark infringement. Additionally, your unauthorized use of

the image of a BruxZir® Solid Zirconia bridge in connection with the promotion of your goods can only be seen is an intentional act of material misrepresentation.

For the above reasons, we must insist that you immediately cease your infringement of my client's proprietary property rights. Otherwise, Glidewell reserves its rights to take legal action to prevent future acts of infringement by seeking an injunction to prevent the fabrication or importation of infringing goods and all other relief as may be deemed appropriate.

Sincerely,

Keith Allred

From: Info [mailto:info@showcasedental.com]
Sent: Tuesday, January 10, 2012 11:42 AM
To: Keith Allred
Cc: Victor; carol@showcasedental.com
Subject: RE: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

KEITH D. ALLRED
Attorney for Glidewell Laboratories

Can you explain this better, Bruxer – from Wikipedia “a “bruxer” (someone who clenches or grinds their teeth)” or simply put, a person with a habit – bruxist, bruxing etc. I did not know Glidewell has a patent on a patient habit? Zirconia is a generic name for a product. I will be happy to change my name if you will give me further explanation of the infringement, I do not see we have anything in common, I do not try in any way to copy or infringe on Glidewell’s patented name. So I would simply like some further information, I just don’t want to be intimidated for no reason, so if this is justified I will be happy to conform, so please send me some information, if you would be so kind.

The name we are using Zir-Bruxer – Short for a zirconia bruxer crown.

Thank you so much for your time

Carol Frattura
Showcase Dental Lab

From: Keith Allred [mailto:kallred@glidewelldental.com]
Sent: Tuesday, January 10, 2012 1:58 PM
To: Carol@[ShowcaseDental.com](mailto>ShowcaseDental.com)
Cc: Info@[ShowcaseDental.com](mailto>ShowcaseDental.com)
Subject: BRUXZIR Infringement - SHOWCASE DENTAL LABORATORIES

NOTICE OF TRADEMARK INFRINGEMENT



January 10, 2012

TRANSMITTED VIA EMAIL AND
DELIVERED BY U.S. MAIL

SHOWCASE DENTAL LABORATORIES
22286 Vick Street
Port Charlotte, FL 33980

PHONE: 888.625.5757

Carol@ShocaseDental.com

Info@ShowcaseDental.com

<http://www.showcasedental.com/>

Attn: President & CEO

**Re: Infringement of Glidewell Laboratories' BruxZir® Trademarks, Misbranding,
Violation of Federal Acts and State Statutes and Unfair Business Practices**

The serious matter of your infringement of my client's proprietary property rights in connection with the unauthorized use Glidewell Laboratories' registered trademarks and copyrighted images on your website has come to our attention.

Glidewell Laboratories has for years used the mark BRUXZIR both nationally and internationally to identify its dental laboratory goods and services in the US and its CE certified BruxZir® zirconia milling blanks in Europe. The company enjoys considerable good will associated with its use of the aforesaid mark.

The promotion of dental laboratory services by your lab of a Zir-Bruxer Crown is using a similar mark where there is an appreciable likelihood of confusion and a palming off goods by an unauthorized substitution of one brand for the brand ordered, which in this instance is a deliberate misappropriation of intellectual capital for commercial purposes that is actionable unfair competition under state and federal laws.

Under federal law, Trademark infringement is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the mark. Infringement is a 'tarnishment' of the

owner's mark and results in "brand confusion" and the likelihood of "initial interest" confusion as to the actual identity of the source of the goods and services.

For the above reasons, we must insist that you immediately cease use of the infringing marks and copyrighted images in your promotions and elsewhere. Should you not terminate use of the mark and copyrighted images, Glidewell Laboratories reserves its rights to take legal action to stop you from using the mark and intellectual properties by seeking an injunction, monetary relief, and attorney fees.

Please contact me, or have your attorney contact me, within ten days of receipt of this communication if you are unsure about the appropriate steps that you must take to avoid liability for your refusal to discontinue your use of the infringing marks. Additionally, if you wish to be on the list of BruxZir® authorized dental laboratories, call Glidewell Direct.

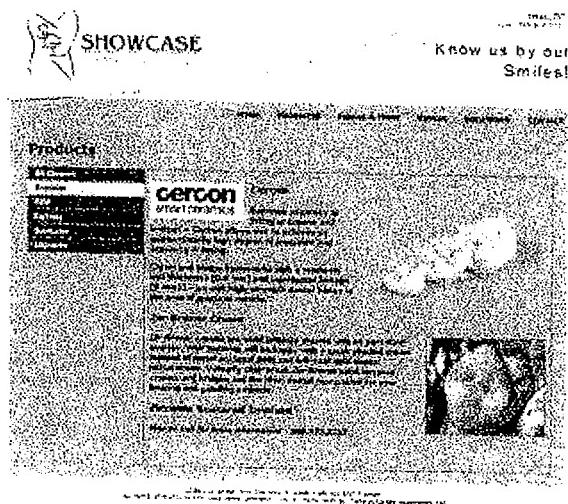
Your prompt attention is appreciated.

Sincerely,
KEITH D. ALLRED
Attorney for Glidewell Laboratories
4141 MacArthur Blvd.
Newport Beach, CA 92660
Tel 949-440-2683
Fax 949-440-2787
Email kallred@glidewelldental.com

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-- ATTACHMENT "A" --

[Copied from Showcase DL website]



[Note: Example unlawful use above of copyrighted BRUXZIR image]



Exhibit 65

From: Keith Allred
Sent: Wednesday, September 26, 2012 2:42 PM
To: 'info@barthlab.com'
Cc: 'contact@barthlab.com'
Subject: BRUXZIR Infringement - Barth DL.doc

NOTICE OF TRADEMARK INFRINGEMENT



September 26, 2012

TRANSMITTED VIA EMAIL, FAX
AND DELIVERED BY U.S. MAIL

Tommy R. George, President
Barth Dental Laboratory
7518 East 39th Street
Indianapolis, IN 46226

Toll Free: 1-855-654-3352
Local Tel: 317-591-2600
Fax: 317-591-2611

<http://www.barthlab.com/>

info@barthlab.com

Attn: Mr. George:

**Re: Infringement of Glidewell Laboratories' BruxZir® Trademarks, Misbranding,
Violation of Federal Acts and State Statutes and Unfair Business Practices**

The serious matter of your infringement of my client's proprietary property rights in connection with the unauthorized use of Glidewell Laboratories' registered trademarks has come to our attention.

Glidewell Laboratories has for years used the mark BRUXZIR both nationally and internationally to identify its dental laboratory goods and services in the US and its CE certified BruxZir® zirconia milling blanks in Europe. The company enjoys considerable good will associated with its use of the aforesaid mark.

The promotion of dental laboratory services to dentist by your lab of a Z-Brux crown is using a similar mark where there is an appreciable likelihood of confusion and a palming off goods by an unauthorized substitution of one brand for the brand ordered, which in this instance is a deliberate misappropriation of intellectual capital for commercial purposes that is actionable unfair competition under California law (California Business and Professions Code §17200)

Under federal law, Trademark infringement is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the mark. Infringement is a ‘tarnishment’ of the owner’s mark and results in “brand confusion” and the likelihood of ‘initial interest’ confusion as to the actual identity of the source of the goods and services.

For the above reasons, we must insist that you immediately cease use of the infringing marks in your promotions and elsewhere. Should you not terminate use of the mark, Glidewell Laboratories reserves its rights to take legal action to stop you from using the mark by seeking an injunction, monetary relief, and attorney fees.

Please contact me, or have your attorney contact me, within ten days of receipt of this communication if you are unsure about the appropriate steps that you must take to avoid liability for your refusal to discontinue your use of the infringing marks. Additionally, if you wish to be on the list of BruxZir® authorized dental laboratories, call Glidewell Direct.

Your prompt attention is appreciated.

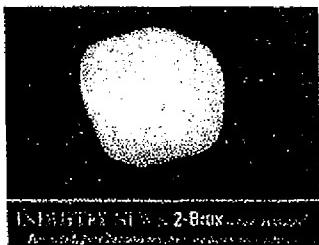
Sincerely,

KEITH D. ALLRED
Attorney for Glidewell Laboratories
4141 MacArthur Blvd.
Newport Beach, CA 92660
Tel 949-440-2683
Fax 949-440-2787
Email kallred@glidewelldental.com

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-- ATTACHMENT "A" --

Note: Your signature image is not the property of *Dentistry Today*—it is the property of Assured DL. (Assured no longer uses the Z-Brux trademark because they realize that it is confusingly similar to the BruxZir® and constitutes an infringement of the owners proprietary IP interests).



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Z'Brux Crowns

Courtesy of Glidewell Corp.

Z'Brux is the name of indirect tooth-colored crowns. Plus Bonded Zirconia crowns with no Dentin or Enamel preparation. Strength and esthetics is expressed through the Z'Brux dental laboratory. This is a new technique of indirect tooth-colored crowns by using Glidewell's indirect bonding system. No special prep work is necessary.

Each zirconia tooth-colored crown is bonded with Z'Brux adhesive to the tooth. The adhesive is a resin composite that bonds to the zirconia and dentin. This adhesive is very strong and durable. It is also very thin, so it does not interfere with the function of the tooth. The adhesive is also very strong and durable, so it can withstand the forces of chewing and biting.

Barth dental laboratories offers a wide range of dental services, including crowns, veneers, implants, and orthodontics. They also offer a variety of different types of dental treatments, such as root canal therapy, wisdom teeth removal, and gum disease treatment. They also offer a variety of different types of dental treatments, such as root canal therapy, wisdom teeth removal, and gum disease treatment.

Our Products

Let's Chat now

Note: You have misstated what Dr. Christensen has written when you say that he talked about "Solid Zirconia Bruxor Crowns." As you can see below, Dr. Christensen responded to a question from a reader who asked for Dr. Christensen's opinion about "all zirconia tooth-colored indirect restoration," and general and included the observation that this was a concept that, "was started by Glidewell Laboratories and is called BruxZir" restorations (see below).

by Gordon J Christensen, DDS MSD PhD

In this monthly feature Dr. Gordon Christensen addresses the most frequently asked questions from Dental Economics® readers. If you would like to submit a question to Dr. Christensen please send an e-mail to info@pccdental.com

For more on this topic go to www.dentaleconomics.com and search using the following key words zirconia-based restorations all-zirconia restorations porcelain-fused-to-metal tooth-colored restorations prostheses Dr. Gordon Christensen

Q Many of my patients prefer to avoid the use of metal in their mouths. I have suffered through the significant failures of many versions of all-ceramic restorations, and I'm not eager to try other all-ceramic restorations without sufficient positive research showing that they are working. There are many ads in dental journals about the newest form of all-zirconia tooth-colored indirect restorations. I think that concept was started by Glidewell Laboratories and is called BruxZir. All-zirconia restorations are advertised as excellent single- and multi-unit tooth colored restorations. What can you tell me about this newest unknown?

Moreover, Dr. Christensen talks about the class of all-zirconia restorations in general. In doing so, Dr. Christensen did not refer to this class of restoration as if they are known generically as—e.g., "Solid Zirconia Bruxor Crowns." Additionally, Dr. Christensen demonstrates in his answer that he is well-aware of Glidewell Laboratories as the owner of the BruxZir® trademark—i.e.,

- All-zirconia (Fig. 2). You were correct when you noted that Glidewell Laboratories initiated this type of restoration. After labs gained experience with zirconia-based restorations, they found a frustrating problem. Many of the tooth preparations being sent to them by dentists were too shallow to allow both a zirconia substructure (posterior 0.5mm and anterior 0.3mm) and a layer of fired or pressed ceramic on the external surface. Therefore the technicians, in spite of having been taught to place fired or pressed ceramic on the outside of the zirconia, decided to try just the zirconia without any external layer of ceramic.



Fig. 2: This all-zirconia restoration made by Glidewell Laboratories is impressive esthetically. Long-term continued clinical research on the all-zirconia concept is necessary to validate these restorations.

With this background, I will now answer your question to the best of my ability with the knowledge that we have in 2011. I fully admit that the profession, certainly including me, does not know much about all-zirconia restorations at this time.

And further down in the article Dr. Christensen states, as follows...

- Esthetic potential of all-zirconia crowns and fixed prostheses. The company that started this type of restoration (Glidewell Laboratories) has been able to produce restorations with good esthetic characteristics. The photo in Fig. 1 shows an all-zirconia fixed partial denture made by Glidewell Laboratories. I asked them to show what they can do esthetically with their all-zirconia concept, and the result is shown in Fig. 1. I must admit it looks very good. Will any stains placed on the zirconia surface wear off? Only time will tell. Will the long-term esthetic result be as good as with PFM or zirconia-based restorations? Again, clinical observation will answer these questions.

- Long-term service potential of all-zirconia restorations. Based on the immediate popularity of all zirconia restorations, it appears to me that patients would rather have strong, relatively esthetic restorations in preference to undetectable but questionably strong restorations. I must admit, I agree! When a patient in the U.S. has paid about \$1,000 for a crown or \$3,000 for a three-unit fixed prosthesis, that patient should expect the restoration to serve for a respectable period of years.
- Cost of all-zirconia restorations. Currently, over 10 companies provide all-zirconia restorations at costs to dentists that are lower on average than PFM restorations from the same laboratories. That difference makes sense, since milling of these restorations is relatively simple, the cost of zirconia is not high, and there is no external veneering layer on the all-zirconia restoration...

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Ever wonder what it takes to feel entirely happy with a dental laboratory? If any given one can have the genuine know-how to make a material difference for you! And not just a small difference, but a significantly appreciable one? We have!

Our Products



Exhibit 66

From: Keith Allred
Sent: Tuesday, May 17, 2011 10:36 AM
To: 'contact@chinadentaloutsourcing.com'
Subject: Bruxer All Zirconia - CHINA DENTAL OUTSOURCING (CDO)

Notice of Trademark Infringement



May 17, 2011

TRANSMITTED VIA E-MAIL AND FAX

Attn: Peter S Cao, US Agent for CDO
CHINA DENTAL OUTSOURCING, INC.
4448 Aldrich Avenue South
Minneapolis, MN 55419

Phone: 888 2628583 ext
Fax: 515-322-0300
Email: contact@chinadentaloutsourcing.com

Attn: Owner/Operator for Registered Establishment—CDO

Re: Infringement of Glidewell Laboratories' BRUXZir Trademark

The serious matter of your infringement of my client's proprietary property rights in connection with the unauthorized use Glidewell Laboratories' registered trademarks in your advertising has come to our attention.

Glidewell Laboratories has for years used the mark BRUXZIR both nationally and internationally to identify its dental laboratory goods and services in the US and its CE certified BruxZir® zirconia milling blanks in Europe. The company enjoys considerable good will associated with its use of the aforesaid mark.

Your promotion of BRUXER ALL ZIRCONIA is using a similar mark where there is an appreciable likelihood of confusion and a palming off of goods by an unauthorized substitution of one brand for the brand ordered. Instances of deliberate misappropriation of intellectual capital for commercial purposes is actionable unfair competition under California law (California Business and Professions Code §17200)

Under federal law, Trademark infringement is presumptively an unfair exploitation of the monopoly privilege that belongs to the owner of the mark. Infringement is a ‘tarnishment’ of the owner’s mark and results in “brand confusion” and the likelihood of ‘initial interest’ confusion as to the actual identity of the source of the goods and services.

A deliberate, willful, and fraudulent infringement of the Glidewell registered mark without any extenuating circumstances constitutes a knowing use and an exceptional case within the meaning of Lanham Act Section 35, 15 U.S.C. §1117. Glidewell may be entitled to recover three times the amount of its actual damages, attorneys’ fees, and prejudgment interest. The continuing wrongful use of the Glidewell mark to engage in unfair competition with the intention of interfering with and trading on the business reputation and goodwill engendered by Glidewell through hard work and diligent effort is deliberate, willful, and in reckless disregard of Glidewell’s trademark rights. Glidewell may be entitled to the recovery of punitive damages and permanent injunctive relief enjoining defendant and all others acting in concert with and having knowledge thereof, from using the Glidewell mark.

For the above reasons, we must insist that you immediately cease use of the infringing marks in your promotions and elsewhere. Please immediately discontinue the wrongful use of any similar trade name or mark or variant thereof, or other “generic plus ‘BRUX’” mark, as a trade name, trademark, service mark, domain name, or for any other purpose. Should you not terminate use of the mark, Glidewell Laboratories reserves its rights to take legal action.

Please contact me, or have your attorney contact me, within ten days of receipt of this communication if you are unsure about the appropriate steps that you must take to avoid liability for your refusal to discontinue your use of the infringing marks.

Your prompt attention is appreciated.

KEITH D. ALLRED
Attorney for Glidewell Laboratories
4141 MacArthur Blvd.
Newport Beach, CA 92660
Tel 949-440-2683
Fax 949-440-2787
Email kallred@glidewelldental.com

From the Trademark website:

Word Mark	BRUXZIR
Goods and Services	IC 010. US 026 039 044, G & S: Dental bridges; Dental caps; Dental crowns; Dental inlays; Dental onlays; Dental prostheses. FIRST USE: 20090606. FIRST USE IN COMMERCE: 20090606
Standard Characters	
Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77761757
Filing Date	June 17, 2009
Current Filing Basis	1A

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Original Filing Basis 1A

Published for November 3, 2009
Opposition

Registration Number 3739663

International Registration Number 1034335

Registration Date January 19, 2010

Owner (REGISTRANT) James R. Glidewell, Dental Ceramic, Inc. DBA Glidewell Laboratories CORPORATION CALIFORNIA Professional Services 4141 MacArthur Blvd. Newport Beach CALIFORNIA 92660

Attorney of Record Keith D. Allred, Esq.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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The screenshot shows a website layout. At the top, there's a dark header with the letters 'cdolab' in white. Below it is a search bar with placeholder text 'Search'. To the right of the search bar are several navigation links: 'HOME', 'ABOUT', 'SERVICES', 'PRODUCTS', 'TESTIMONIALS', 'CONTACT', and 'LOG IN'. The main content area has a light gray background. A large section is titled 'All Ceramic: Bruxer All Zirconia'. Below this title, there's a heading 'Prosthetics - Bruxer All Zirconia' followed by a detailed product description. At the bottom of this section, there's a button labeled 'Contact us for a Price Quote.'

Establishment:

Chengdu Xin Bai Da Investment Consult Co., Ltd.
Building 11, West High-Tech District
Chuangyi Area, 2 Tianyu Rd
Chengdu, CHINA 611731
Registration Number: 3008704997
Status: Active

Date of Registration Status: 2011

Owner/Operator:

CHINA DENTAL OUTSOURCING, INC.
Building #10, Da Yi High-Tech Incubation
Ke Yuan Nan Er Road 1#, High-Tech Dist.
Chengdu, CN-51 CHINA 610041

Owner/Operator Number: 9089984

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